

1. The first group of variables is the set of variables that are used to describe the characteristics of the firm. These variables are: the firm's size, its age, its industry, its location, and its financial performance. The second group of variables is the set of variables that are used to describe the characteristics of the market. These variables are: the market's size, its growth rate, its competition, and its profitability. The third group of variables is the set of variables that are used to describe the characteristics of the firm's management. These variables are: the firm's management team, its management style, and its management practices. The fourth group of variables is the set of variables that are used to describe the characteristics of the firm's products. These variables are: the firm's product line, its product quality, and its product innovation. The fifth group of variables is the set of variables that are used to describe the characteristics of the firm's customers. These variables are: the firm's customer base, its customer loyalty, and its customer satisfaction. The sixth group of variables is the set of variables that are used to describe the characteristics of the firm's suppliers. These variables are: the firm's supplier base, its supplier loyalty, and its supplier satisfaction. The seventh group of variables is the set of variables that are used to describe the characteristics of the firm's competitors. These variables are: the firm's competitor base, its competitor loyalty, and its competitor satisfaction. The eighth group of variables is the set of variables that are used to describe the characteristics of the firm's industry. These variables are: the industry's size, its growth rate, its competition, and its profitability. The ninth group of variables is the set of variables that are used to describe the characteristics of the firm's location. These variables are: the firm's location, its location quality, and its location innovation. The tenth group of variables is the set of variables that are used to describe the characteristics of the firm's financial performance. These variables are: the firm's financial performance, its financial performance quality, and its financial performance innovation.

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INTERFERENCE SEARCHED			
Class	Subclass	Date	Examiner

SEARCH NOTES (INCLUDING SEARCH STRATEGY)		
	DATE	EXMR
USPAT PGPUB EPO JPO DERWENT IBM_TDB	7/19/2004	BP
Consulted with Steve Sax	7/19/2004	BP
East Text Search	7/19/2004	BP
Internet Google Yahoo	7/19/2004	BP
NPL	7/19/2004	BP